



Eleanor Ashley Roberson

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Professional Summary: Dynamic sales and marketing leader with 20+ years of cross-industry experience driving revenue growth, building high-performance teams, and delivering impactful campaigns. Proven success in digital/traditional media, event strategy, and community engagement. Eager to leverage strategic vision and client-focused solutions to support organizational success.

Core Competencies

Strategic Sales Leadership
Business Development
Client Relationship Management
Event Planning & Coordination
Community & Vendor Engagement
Team Training & Mentorship
Public Speaking
Venue Operations & Logistics
Marketing Strategy Development & Implementation.

Professional Experience

Cumulus Media | Media & Digital Account Executive | June 2024 – Present

- Maintain and grow client relationships to ensure satisfaction and repeat business.
- Coordinate promotional and client-facing events to support marketing campaigns and increase community visibility.
- Manage event logistics, vendor communication, and on-site setup to ensure seamless execution and guest satisfaction.
- Develop and execute high-performing radio and digital advertising campaigns to meet client objectives.
- Negotiate budgets and deal structures for maximum ROI.
- Utilize analytics to optimize campaign performance and report insights to clients.
- Stay ahead of digital media trends to craft innovative strategies.
- Maintain and grow client relationships, ensuring satisfaction and repeat business.
- Coordinate promotional and client-facing events to support marketing campaigns and increase community visibility.
- Manage event logistics, vendor communication, and on-site setup to ensure seamless execution and guest satisfaction.

Spectrum Reach | Advanced Digital Sales Manager | March 2020 – December 2023

- Organized internal workshops and regional networking events, handling logistics and guest coordination.
- Partnered with creative and operations teams to ensure smooth execution of branded community-facing events.
- Led high-performing teams across the Southeast, surpassing revenue targets.
- Spearheaded strategic sales initiatives, driving new business growth.
- Managed a portfolio of 50+ key clients, fostering long-term partnerships.
- Recognized as the top-performing Advanced Manager in the Carolinas for healthcare vertical sales.
- Organized internal workshops and regional networking events, handling logistics and guest coordination.
- Partnered with creative and operations teams to ensure smooth execution of branded community-facing events.

Entercom Communications, formerly CBS | Regional Director of Digital Sales | 2012 – 2020

- Directed multi-market sales teams, increasing profitability by 42%.
- Implemented digital sales strategies, enhancing team performance.
- Launched high-impact digital campaigns and content strategies.
- Planned and executed local and regional promotional events, including venue selection, vendor management, and setup oversight.
- Collaborated with marketing and technical teams to deliver live events, community activations, and remote broadcasts.

YP Holdings (formerly AT&T Advertising Solutions) | Various Roles | 2001 – 2012

- Held leadership roles in digital marketing, sales management, and business development.
- Drove revenue growth across SEO, SEM, and OTT advertising channels.
- Created innovative training programs, boosting team sales performance.
- Facilitated large-scale sales training events and seminars, coordinating event logistics and resource materials.
- Led community outreach events to promote company services, serving as on-site lead and liaison with local partners.

Skills

Event Coordination & Execution, On-Site Guest & Vendor Support, Facility & Venue Operations, Customer Service Excellence, Social Media Promotion, Microsoft Office (Word, Excel, Outlook, PowerPoint), Scheduling & Booking Software, Community Engagement & Outreach, Problem Solving Under Pressure, Time & Project Management

Education & Certifications

B.A., Mass Communications | Francis Marion University
Google AdWords Certified | Yahoo Certified | RAB Certified

Additional Leadership & Community Involvement

- Small Business Owner | Demonstrating entrepreneurship and strategic business acumen.
- Active Member, Chamber of Commerce | Engaged in local business networking and advocacy.
- Leadership Brunswick County (Graduating May 2025) | Developing leadership skills for community impact.

Volunteer Experience:

- City of Southport | Communications Team
- Southport Oak Island Chamber of Commerce | King Mackerel Tournament & Fashion and Friends
- Franklin Square Art Gallery | Kid's Day, First Friday, & Community Engagement
- Atlanta | Open Hand
- Atlanta | Hands on Atlanta
- Atlanta | Habitat for Humanity